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Hewitt's Mountain-Grown
Guaranteed Everbearing
STRAWBERRIES

Guaranteed to produce a
good profitable crop the
first year, under average
conditions.



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Hewitt's Quality Plants

Hewitt's Mountain Grown Strawberry plants are all grown on virgin mountain soil just cleared of a heavy growth of oak and chaparral that has been depositing leaf mold for centuries. This fertile soil and the overhead sprinkler system of irrigation now used entirely, insures strong, healthy plants that cannot be surpassed for quality anywhere in the United States.

Our ranch and nursery is at an elevation of 3,500 feet, on the north slope of the San Bernardino mountains, where we have plenty of freezing weather and snow. The growing season here for berry plants is about eight months. This is six weeks to two months longer than the average plant growing section and makes our plants exceptionally large, strong, and vigorous, so that our everbearing varieties are ready to start right in fruiting as soon as they get established.

We have been specializing in everbearing strawberries for fifteen years and have tried about every variety introduced during this time. For several years we have grown everbearers commercially for a special trade and are listing only those varieties that have been money makers for us.

Last year Champion (Progressive) were almost a failure and Mastodon were only fair but Lucky Strike in the same patch produced the best spring crop we have ever had and Gem, the finest fall crop from spring set plants that we have ever seen. In addition to plenty of runners, every mother plant and many of the runner plants, produced great clusters of extra fancy berries as the photograph taken in October shows.

FACTS ABOUT EVERBEARERS

They do bear a good profitable crop of berries the first year. A net profit of \$300.00 to \$400.00 per acre the first season within eight months from setting can be made on Gem and Lucky Strike in almost any California climate. Mastodon is not as dependable as a fall producer the first year. Plants set in February and March begin bearing in June and July and bear continuously until November and December. No other crop can be relied on to return so quick and so large a profit as Everbearing Strawberries.

In addition to this crop the first fall we get a good spring crop and often another full crop in July and August and a lighter fourth crop in

October. That is four crops of berries from the same planting in about eighteen months.

CULTURE OF EVERBEARERS

To maintain this continuous heavy production, Everbearers need plenty of fertilizer and irrigation.

It will pay to apply five tons per acre of poultry or fifteen tons or more of barn-yard manure and disc or cultivate well into the soil before planting. If this is not available, one pound of fish meal or blood meal per plant applied after the plants are set will give excellent results.

The first blossoms put out soon after planting should be picked off all strawberry plants. With Everbearers, if you want berries and not plants, allow the next blossoms that are set to produce and pick the runners off. With this method all everbearers, even Gem, will put all their energy into fruit and produce very few runners after the first few are removed.

One very reliable Eastern grower reports the following comparative yields from various planting systems for the fall of 1935. This is for Mastodon, Gem, and Empire All Red:

Matted row	37 pts.
Spaced row with plants 7 in. apart	51 pts.
Double hill row with plants 11 in. apart. Plants set in April, 22 in. apart with 3 new runners from each original plant	68 pts.
Double hill row with plants 12 in. apart. All plants set in April and all runners removed	103 pts.

This shows the double hill row with plants 12 inches apart easily the most productive and profitable the first season.

The spaced row with plants 6 to 8 inches apart will, however, produce more berries the following season, and requires less plants.

GEM

This very promising new everbearer was introduced in Michigan in 1934 and with us has made good on the glowing description of the introducers as the finest everbearer ever produced. It is a true everbearer. Every mother plant and many of the runner plants produce a full crop of berries the first season. The berries are uniformly large and round, firm enough to ship, a bright, red color clear through, and ripen evenly all over. There are no small berries, which put Gem in a class by itself as an everbearer. Gem produces, in addition to a full crop of large berries, a great

many runners. For this reason, plants should be set 18 to 24 inches apart, and, for best results, each plant allowed to set only four to six runners. If you want an extra fine berry for home, garden or market, don't fail to plant Gem, a real commercial everbearer.

LUCKY STRIKE

1935 was our fifth year for Lucky Strike and every year it seems to improve. Luckies produce a good fall crop the first year and a bumper spring crop the second year where there is enough cold weather for a dormant season. The berries are round, of a bright, glossy, red color and slightly smaller than Gem and Mastodon. Lucky Strike produces a moderate number of runners, and does well in either the hill system, spaced plants, or matted rows. Until we tried Gem it was our best everbearer, surpassing Mastodon in every way but size. Luckies, although not extra large, are of good size, and like Gem, have very few small berries even in matted rows.

MASTODON

Mastodon is still the most popular and widely grown everbearer. It is the variety that has given most general satisfaction in home gardens and also where grown as a money crop. Some of the new varieties are very promising, but for those who do not wish to experiment, Mastodon is safe. It makes vigorous growth, the berries are quite large in size and of good appearance. The quality is good. In addition to its value as an everbearer, Mastodon is a fine spring bearing sort. One of the reasons why Mastodon does so well generally, is that it makes a rather large, strong plant, which enables it to get the jump on other varieties less robust. For a fall crop last year, all our other varieties out-yielded Mastodon.

EMPIRE ALL RED

We grew this beautiful new variety along side of Mastodon, last year for the first time. It produced a larger fall crop of excellent quality berries than did Mastodon. Worthy of a trial by all who want a fine quality, large size, glossy red everbearer.

Empire All Red is well adapted to the hill system of planting. The plants are thrifty growers, and produce a goodly number of rather small runner plants instead of a few large plants, like Mastodon.

CHAMPION (Progressive)

The first really good everbearer. Very fine in quality, very productive, but berries somewhat

smaller than Mastodon and some of the newer varieties. Not so good for the spring crop. We are still growing Champion because of their superior flavor and quality for canning and home garden use. They were very poor last year because of improper pollinazation except the few rows next to Lucky Strike, where they did very well. Hereafter, we will plant every third or fourth row in the Champions to Lucky Strike, which will doubtless greatly improve the spring crop and produce fewer small berries. While Champion is a perfect variety, it seems to do much better when pollenzized with some other variety.

DORSETT AND FAIRFAX

A recent introduction by the United States Department of Agriculture that has made good in California. It is a large and beautiful berry of the very highest quality. Dorsett has a flavor all of its own that simply cannot be surpassed. Because of this superb flavor and better keeping and shipping qualities and greater productiveness, Dorsett is destined to replace other commercial varieties as rapidly as growers get acquainted with it. A winner for the commercial grower. You will need to give Dorsett plenty of room as it produces an abundance of large, vigorous plants, and if allowed to set too thick, will not do so well. But if given room and moderately thinned, it will equal or out-yield any other variety and will produce a larger percentage of extra fancy berries than any known variety.

Fairfax, a companion of Dorsett, introduced at the same time by the U.S.D.A. Fairfax makes fewer and larger plants than Dorsett and the berries, when very ripe, are quite dark. The flavor and quality are excellent. If you grow matted rows, Fairfax will do better than Dorsett.

Gem, Lucky Strike, Mastodon, Empire

Prices Prepaid: 50, \$1.25; 100, \$2.00; 300, \$5.00;
500, \$6.50; 1000, \$12.00.

Champion, Dorsett, Fairfax

Prices Prepaid: 50, \$1.00; 100, \$1.75; 300, \$4.00;
500, \$6.00; 1000, \$10.00.

Shipping: Our plants are in good condition for shipping from December 15 to April 25. All plants are freshly dug and packed for each order. This is very important. So many shippers in California do not grow their own plants, and plants held in storage only a short time, deteriorate rapidly.



Gem Everbearers set on April 15.
Photo taken Oct. 18. Single plants had as many
as 15 large berries at one picking.